



STORY: HEROIN

Air Date: For Immediate Release

Length:

Interviews with:

- **Amy Lindner, Executive Director, Meta House**
- **Robert Bell, D.E.A. Assistant Special Agent in Charge, Milwaukee District Office**
- **Matt Drymalski, Ph.D., Psychologist, Milwaukee County Behavioral Health Division**

Suggested Anchor Lead:

ALL THIS WEEK — WE'RE TAKING A CLOSER LOOK AT THE DANGERS OF SUBSTANCE ABUSE AND THE GROWING GRIP IT'S HAVING ON OUR COMMUNITIES AND OUR KIDS.

NATIONAL DRUG AND ALCOHOL FACTS WEEK IS HAPPENING ALL OVER THE COUNTRY TO BOTH RAISE DRUG AWARENESS AND SUPPORT RECOVERY.

IN WISCONSIN SOME COMMUNITIES ARE TAKING PART WITH A CAMPAIGN THEY'RE CALLING "LIGHT AND UNITE RED."

(Display "Light and Unite RED" graphic)

PEOPLE ARE INVITED TO WEAR RED WHILE CITIES DISPLAY SPECIAL RED LIGHTING ON STREETS AND BUILDINGS.

TODAY — WE'RE LOOKING THE GROWING USE OF HEROIN IN WISCONSIN — AND HOW KIDS AS YOUNG AS 12 ARE GETTING HOOKED.

RECOVERY ADVOCATES SAY HEROIN IS A HIGHLY-ADDICTIVE DRUG, AND AS MAX SIEGEL FOUND, IT CAN TAKE A HUGE TOLL ON EVERY ASPECT OF YOUR LIFE.

Roll story

:01 to :06 (LINDER 2)

"Life has just come off the rails as young as they are by the time they get to us."

AMY LINDNER RUNS MILWAUKEE'S META HOUSE.

THE ORGANIZATION WORKS WITH HUNDREDS OF WOMEN ADDICTED TO A DANGEROUS CLASS OF DRUGS CLASSIFIED AS OPIATES. THEY INCLUDE HEROIN.

2:38 to 2:50

(SUPER: AMY LINDNER, EXECUTIVE DIRECTOR, META HOUSE)

"What our clients tell us they like about opiates is for a few hours or a few days or however long you're using you're not feeling the same psychological weight of that terrible pain you've been living with for so long."



THESE DAYS — HEROIN IS POPPING UP ALL OVER — IN CITIES AND THE SUBURBS. FEDERAL DRUG OFFICIALS SAY IT'S EASY TO GET.

4:25 to 4:29

(SUPER: ROBERT BELL, D.E.A. ASSISTANT SPECIAL AGENT IN CHARGE, MILWAUKEE DISTRICT OFFICE)

"It's available on our schools, on our playgrounds, on street corners."

THE D-E-A, OR DRUG ENFORCEMENT AGENCY, SAYS HEROIN IS ALSO CHEAPER. DOCTORS SAY THE WITHDRAWAL FACTOR FEEDS THE HABIT, TOO.

:51 to 1:02

(SUPER: MATT DRYMALSKI, Ph.D., MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION)

"It's not typically life threatening but it can very, very uncomfortable and some people will report that it's that fear of withdrawal that often keeps them using."

DR. MATT DRYMALSKI IS A PSYCHOLOGIST WITH THE MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION.

HE SAYS COMBATting HEROIN USE STARTS WITH CONTROLLING THE GATEWAY DRUGS LEADING TO IT, MOST OFTEN PRESCRIPTION PAIN-KILLERS. ADVANCES IN OVERDOSE REVERSAL MEDICATIONS, LIKE NARCAN, CAN GIVE PEOPLE A SECOND CHANCE.

5:09 to 5:15 (DRYMALSKI 2)

"That type of training I believe is very valuable for individuals to save lives."

WHEN IT COMES TO RECOVERY — IT'S NOT AN EASY PATH — BUT PLACES LIKE THE META HOUSE MAKE IT PROMISING.

2:44 to 2:53 (LINDNER)

"Not only is it possible for you to get well and it happens every single day here at Meta House and other great programs, you're worth investing in, you're worth investing in yourself."

Suggested Tag

EXPERTS SAY TREATMENT OPTIONS TODAY ARE HELPING PEOPLE RECOVER FROM ADDICTION — THE KEY IS REACHING OUT FOR HELP.

THE BEHAVIORAL HEALTH DIVISION WANTS TO ENCOURGE PARENTS TO TALK WITH THEIR KIDS ABOUT DRUGS AND ALCOHOL, AND WANTS TO MAKE SURE PEOPLE STRUGGLING WITH ADDICTION KNOW THEY ARE NOT ALONE. SUPPORT IS AVAILABLE. FOR MORE INFORMATION, INCLUDING DOWNLOADABLE FACT SHEETS, VISIT WWW.LIGHTUNITEDRED.ORG.